BRAND IDENTITY GUIDELINES FOR EDINBURGH CITY REGION BRAND

V01 20/05/05

“A CITY THAT POSSESSES A BOLDNESS AND GRANDEUR OF SITUATION BEYOND ANY THAT I HAVE EVER SEEN.”
THOMAS PENNANT, A TOUR IN SCOTLAND MDCCLXIX, 1769

“THE CITY IS INSPIRING. IT’S LIKE A FAIRY TALE. YOU ALWAYS SEE SOMETHING DIFFERENT, LIKE WHEN THE FOG COMES ROLLING IN.”
SPANISH STUDENT, EDINBURGH BRAND RESEARCH 2004

ABOUT OUR BRAND

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INTRODUCTION

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GETTING STARTED

The Edinburgh City Region Brand is a public private partnership. The public sector partners are the City of Edinburgh Council, Scottish Enterprise Edinburgh and Lothian and VisitScotland Edinburgh Network Office.

We have developed these guidelines to help you use the Edinburgh City Region Brand – when creating and producing materials for your own communications, initiatives and events.

Please explore them, use them and enjoy them. You'll see that there are four main sections: About Our Brand, Brand Elements, Applications and Resources. You can use the links at the top of your screen to take you straight to what you want to know. Once you've clicked on a link, a sub-menu will appear on the left. It will show you what's in each section.

If you have any questions along the way, please e-mail the Brand Team at info@edinburghbrand.com, or call 0131 529 4449.

THE STORY OF OUR BRAND

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This brand began with the project team taking a good look at the Edinburgh city region. As the city is the main economic driver of the region, the brand is naturally focused on Edinburgh itself but reflects the strengths of the wider city region.

We studied all the objective research about Edinburgh and people's perceptions of the city region. This helped to confirm Edinburgh's strengths. It is a beautiful and highly 'liveable' city. Its compact size makes it easily accessible, and it is perceived to offer a great quality of life to its residents. It has an extraordinary heritage in innovation and boasts one of the world's leading and most influential education systems. And on top of all that, most people think it's a safe place to live, work and visit.

It's these perceptions of Edinburgh that we need to promote to worldwide audiences, because our research has shown that internationally, the city isn't so well known or understood. The further from Edinburgh you travel, the chances of people having heard of Edinburgh, or even Scotland, decrease. We want to convey a coherent message about the city to less familiar audiences.

So, what could we to say that would get people from outside the city to open their eyes to Edinburgh – and shout about the obvious pride that Edinburgh peope have for their city?

The answer we found is simply that it is an 'Inspiring Capital'.

THE BRAND ESSENCE

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The Edinburgh brand essence is 'Inspiring Capital'.

This means that Edinburgh is a dramatic city bursting with ideas and life. There is a drama and magical quality to the city for many people, and it is a place that stimulates the senses and imagination. It is a city of contrasts with a special atmosphere as a result. Its natural beauty and intellectual tradition have been a springboard for invention and creativity. From the Festivals to the telephone and from Dolly the sheep to Harry Potter – Edinburgh clearly inspires.

It is inspiration that is at the heart of the Edinburgh brand.

THE BRAND PERSONALITY

Underpinning this essence, is our brand personality: Edinburgh as a world influencer in science, education, the arts and business, whose stunning physical beauty and magical atmosphere always inspires.

"IN JUST 50 YEARS EDINBURGH HAD MORE IMPACT ON OUR IDEAS THAN ANY TOWN OF ITS SIZE SINCE THE ATHENS OF SOCRATES."
JAMES BUCHAN, CAPITAL OF THE MIND, 2004

THE BRAND VALUES

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Our research also established a set of values that are distinctively Edinburgh, which reflect past strengths and future ambitions.

Our values are a guide and while they apply to everything we do, it's not always relevant to apply each of them equally.

We hope you will use use them to challenge your behaviour and make sure that you've considered each value in turn. The values are an important part of delivering an Edinburgh experience.

The values are:
'INVENTIVE VISIONARY' – Edinburgh excels in the arts, science, business and education.

'RICH DIVERSITY'– Edinburgh has a vibrant and cosmopolitan culture with a great mix of people and skills – all within a setting of inspiring architecture and natural beauty.

'STRIVING FOR EXCELLENCE' – Edinburgh and Scotland share this work ethic, which drives the city's past successes and future ambitions.

'SINCERE WARMTH' – Edinburgh people extend a helpful, genuine welcome to all.

'UNDERSTATED ELEGANCE' – Edinburgh is not boastful or arrogant about its achievements, but quietly confident in everything it does.

THE BRAND PYRAMID

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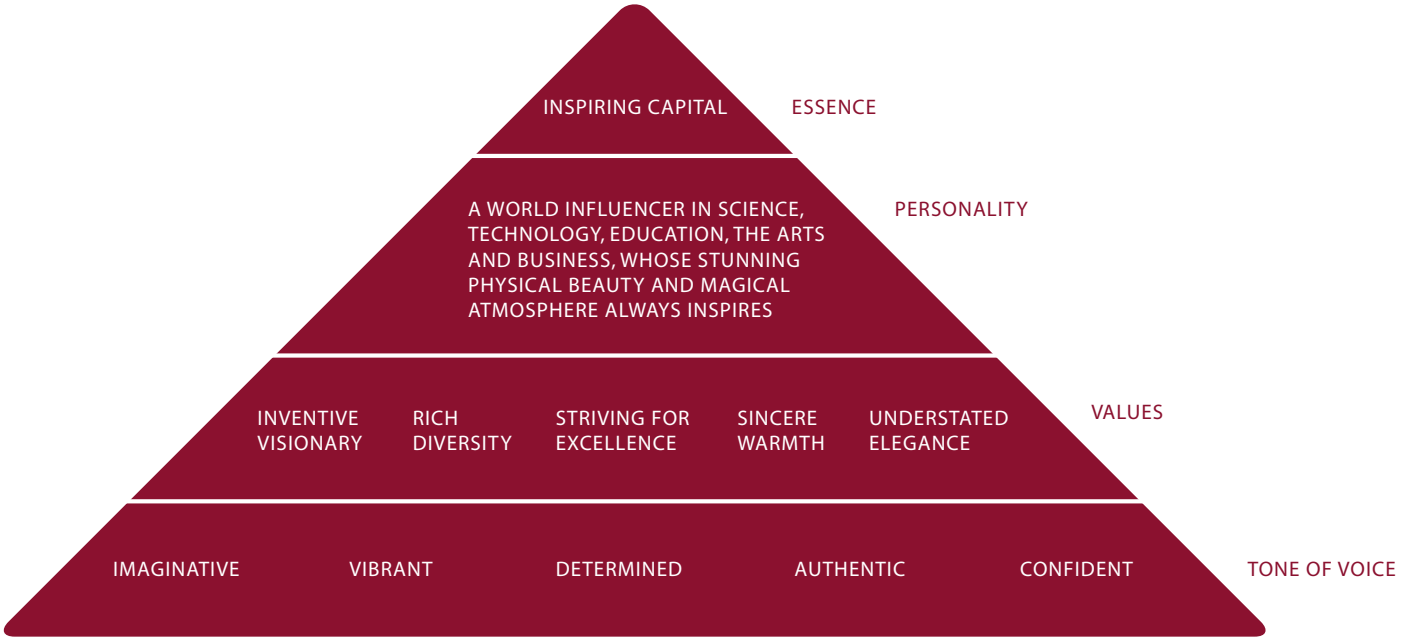
The brand story can be summarised in the brand pyramid. This helps to bring all of the elements together in one simple format.

We have also included a tone of voice, which we will explore later in these guidelines.



THE VISUAL IDENTITY

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The visual identity of the brand stems from the simple idea of inspiration and influence; how Edinburgh over the years has inspired many people, from all walks of life, to do great things.

This has been captured not only through the phrase 'Inspiring Capital', but also through the use of lines as a graphic device. The 'lines of influence' create a sense of the energy and direction of the past, present and future ambitions of the city. Residents also feel the lines gently echo some of the distinctive physical characteristics of the city region – from the dramatic arches of the Forth Rail Bridge to the undulations of Arthur's Seat and the lines of the nation's saltire.

The following pages will explain how you use and apply the Edinburgh brand identity.

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INTRODUCTION

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Having established and agreed Edinburgh's positioning and values, we now need to bring them to life with a visual and verbal identity. The brand elements described in these guidelines express our positioning in a rich, beautiful and inspiring way. The following pages explain more about the brand elements and how to use them consistently across all media and communications.

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The Edinburgh logotype is the most important element of our visual identity. It is the visual embodiment of the brand that people will instantly come to recognise and associate with the Edinburgh city region.

The following pages outline a few simple rules about our logotype. Please take your time to understand how it is applied so that it will always appear in a clear and consistent way.

The logotype has been specially created for us, so please don't alter it in any way. It must always be reproduced from master artwork. Different artworks have been created for different applications; these can be downloaded from www.edinburghbrand.com.

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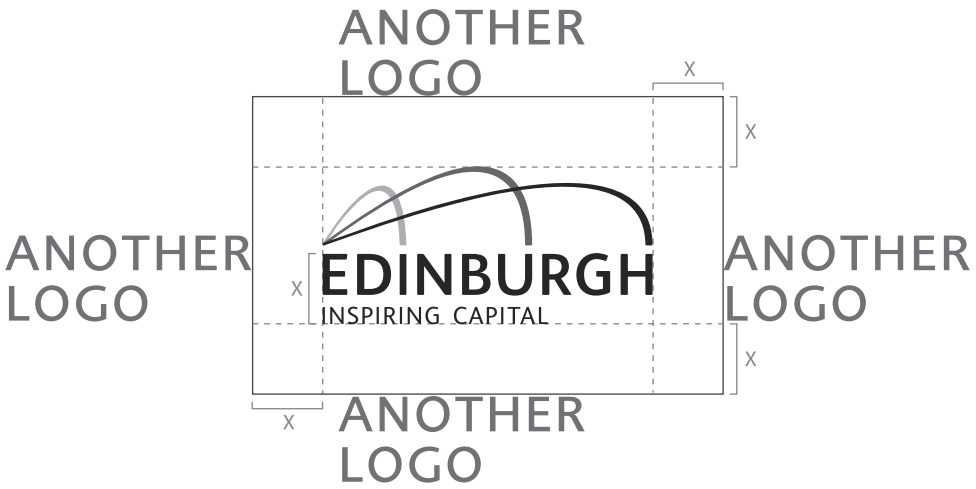

EXCLUSION ZONE
We've defined an exclusion zone that stops other graphic elements interfering with the Edinburgh logotype.

MINIMUM SIZE
The logotype should never be too small to read. We've set a minimum size of 20mm.

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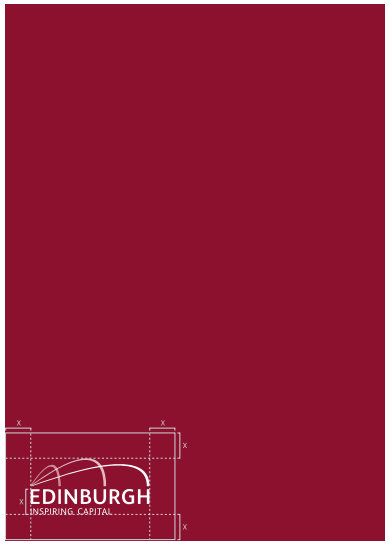
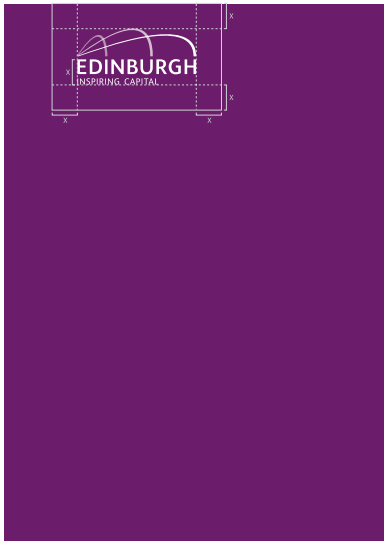
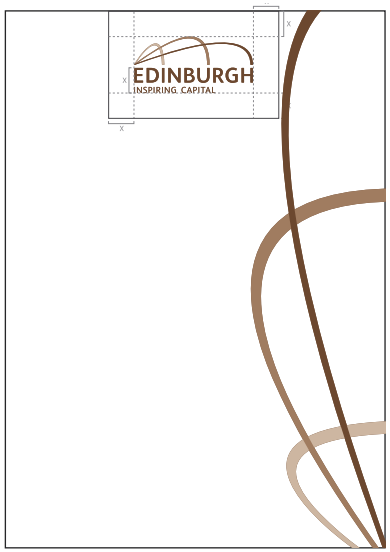
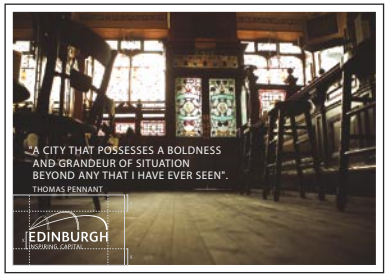




Always follow the exclusion zone rule when positioning the Edinburgh logotype around the edges of a page or when you are combining it with other graphic elements.





The logo does not have to live in corners or along edges in every instance, but care must be taken to create well balanced and considered compositions.

LOGOTYPE - BRAND COLOURS

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To keep our brand fresh and exciting we have created a palette of 10 colours. The inspiration for these is explained in the next section. The Edinburgh logotype can be produced only from these colours in both positive (colour on white) and negative (white out of colour) forms. Please select the most appropriate colour for your communication and over time try to use them equally so we don't become associated with just one or two colours.

For full colour specifications, and guidance on usage see the COLOUR section. Always reproduce the coloured logos from the master artwork. These can be downloaded from www.edinburghbrand.com.

LOGOTYPE - USAGE ON NON-BRAND COLOURS

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Where possible use the logotype on Edinburgh brand colours. For instances where this is not possible, we have created special transparent logotype artworks for use on non-brand colours.

Please note that the transparency affects the lines above the logotype. Remember to use the specified exclusion zone to keep clear from other logotypes or graphic elements.

PREDOMINANTLY DARK COLOURS

For visual prominence and legibility, we only use the transparent white version of the logotype on dark non-brand colours.

VERY LIGHT COLOURS

Very light non-brand colours allow the opportunity to use the colours from our palette. Always try to choose a colour that is sympathetic to the background non-brand colour.

LOGOTYPE - USAGE ON PHOTOGRAPHS

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We have created special transparent logotype artworks for use on photographs. Please note that the transparency affects the lines above the logotype.

PREDOMINANTLY DARK
For visual prominence and legibility, we only use the transparent white version of the logotype on dark images.

PREDOMINANTLY LIGHT
Lighter images allow the opportunity to use the colours from our palette. Always try to choose a colour that is sympathetic to those within the selected images.

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DON'TS

As with any creative identity guidelines there will be elements that are open to interpretation. The Edinburgh logotype operates around rules of common sense. If you feel what you have done doesn't make sense, or looks strange then it is probably wrong. To help we have highlighted some things that should never be done to our logotype. We know you wouldn't do anything like this anyway but here they are just in case!

1. The logotype is in the wrong colour.

2. Do not lock-up the logotype with new typographic elements.

3. A white logotype has been used on a light photograph.

4. A coloured logotype has been used on a dark photograph.

5. The logotype has been stretched.

.6. The logotype has been rotated.

7. The logotype has a graphic element or logo within the exclusion zone.

8. The logotype has a graphic element within the exclusion zone.

COLOUR

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Our chosen colour palette was inspired by Edinburgh and its surrounding areas. The colours reflect not only the culture and history of Edinburgh but also the vibrancy and energy of modern life in the city region.

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WARM AND RICH

These colours reflect history, richness of culture and warmth.

For Edinburgh Red Sandstone use PANTONE® 5005	For Edinburgh Brown use PANTONE® 7518	For Edinburgh Ochre use PANTONE® 7505	For Edinburgh Turquoise use PANTONE® 7475	For Edinburgh Slate use PANTONE® 432
C 0	C 0	C 0	C 54	C 21
M 51	M 47	M 39	M 0	M 3
Y 20	Y 40	Y 62	Y 26	Y 0
K 30	K 72	K 61	K 43	K 87
R 169	R 88	R 111	R 98	R 54
G 115	G 58	G 82	G 131	G 58
B 127	B 52	B 50	B 132	B 66

LIVELY AND VIBRANT

These colours reflect the vibrancy and energy of Edinburgh life.

For Edinburgh Blue use PANTONE® 7462	For Edinburgh Green use PANTONE® 371	For Edinburgh Purple use PANTONE® 255	For Edinburgh Red use PANTONE® 194	For Edinburgh Orange use PANTONE® 159
C 98	C 43	C 58	C 0	C 0
M 61	M 0	M 96	M 100	M 71
Y 0	Y 95	Y 0	Y 55	Y 90
K 12	K 68	K 16	K 44	K 10
R 35	R 73	R 103	R 128	R 194
G 82	G 85	G 28	G 0	G 93
B 152	B 20	B 119	B 46	B 36

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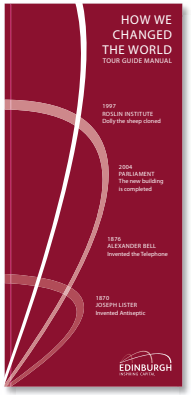
COLOUR - USAGE

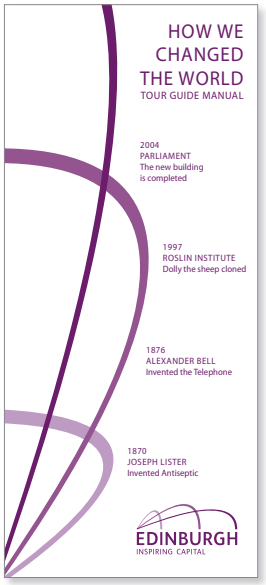
The identity can by applied by using any of the 10 approved colours. It can appear both as a solid full bleed colour or reversed out of white as the examples illustrate below.

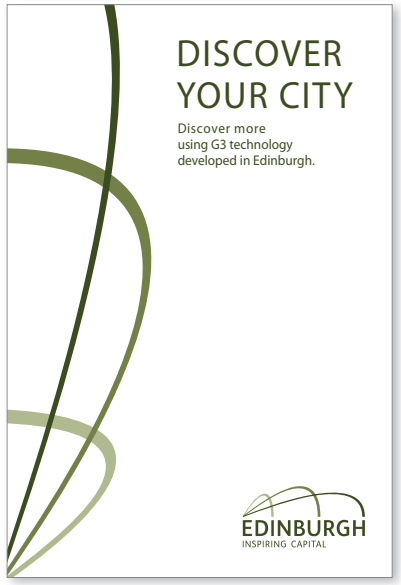
FULL BLEED BACKGROUND USAGE



RICHARD MURPHY
Richard made his name in the early nineties creating modern house extensions in and around Edinburgh, challenging the existing conservative Edinburgh architecture scene.
INSPIRING INFLUENCE
ARCHITECTURE
EDINBURGH
INSPIRING CAPITAL

USING A WHITE BACKGROUND





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Do not introduce new colours.

FESTIVAL OF FLORA
The Royal Botanical Garden of Edinburgh is hosting a summer festival of native Scottish plants and horticulture.
INSPIRING INFLUENCE
EDINBURGH
INSPIRING CAPITAL
FESTIVAL OF FLORA
The Royal Botanical Garden of Edinburgh is hosting a summer festival of native Scottish plants and horticulture.
INSPIRING INFLUENCE
NATURE
EDINBURGH
INSPIRING CAPITAL

Do not mix the colours within the logo.

Do not choose colours which clash with the Imagery.

FESTIVAL OF FLORA
The Royal Botanical Garden of Scotland is hosting a summer festival celebration of native Scottish plants and horticulture.
INSPIRING INFLUENCE
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LITERARY LOCATIONS
Edinburgh's great history of writing has and continues to be fuelled, created and discussed in many legendary public houses around the city.
INSPIRING INFLUENCE
LITERATURE
EDINBURGH
INSPIRING CAPITAL
RICHARD MURPHY
Richard made his name in the early nineties creating modern house extensions in and around Edinburgh, challenging the existing conservative Edinburgh architecture scene
INSPIRING INFLUENCE
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Photography is a key part of our identity and our use of colour should always feel complimentary to the image. To achieve this, choose the colour from our palette that is closest to the dominant colour in the selected photograph.

COMPLIMENTARY COLOUR FROM PALETTE

RICHARD MURPHY
Richard made his name in the early nineties creating modern house extensions in and around Edinburgh, challenging the existing conservative Edinburgh architecture scene.
INSPIRING INFLUENCE
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FESTIVAL OF FLORA
The Royal Botanical Garden of Scotland is hosting a summer festival celebration of native Scottish plants and horticulture.
INSPIRING INFLUENCE
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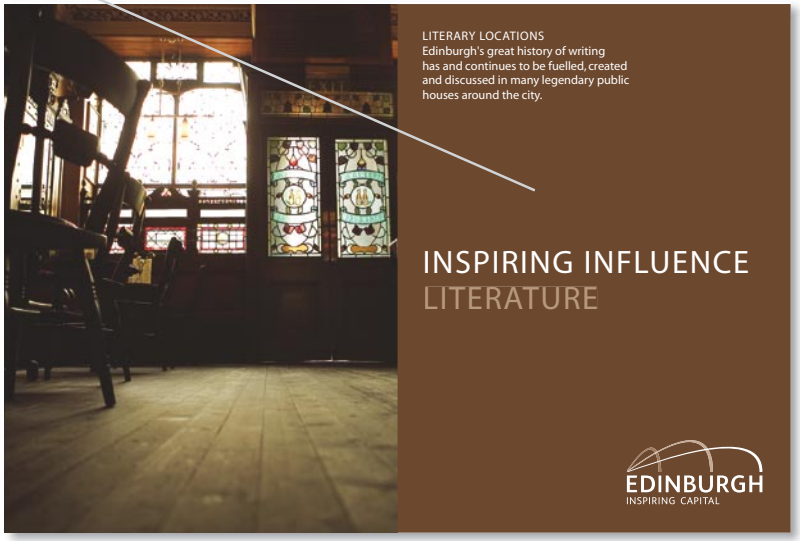
LITERARY LOCATIONS
Edinburgh's great history of writing has and continues to be fuelled, created and discussed in many legendary public houses around the city.
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Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognisable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; clean, modern and stylish.

The Edinburgh City Region brand uses Myriad Roman in all uses; titles, headlines and body text. You must ensure you own a legitimate copy and license of Myriad before using it. For further information regarding purchase, and usage of this font, contact: info@edinburghbrand.com or Fontworks UK Ltd, +44 (0)20 7226 4411.

MYRIAD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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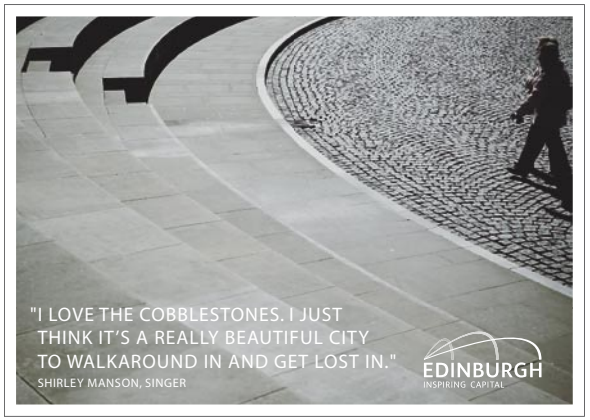
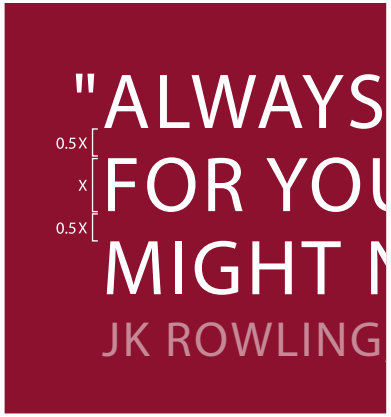
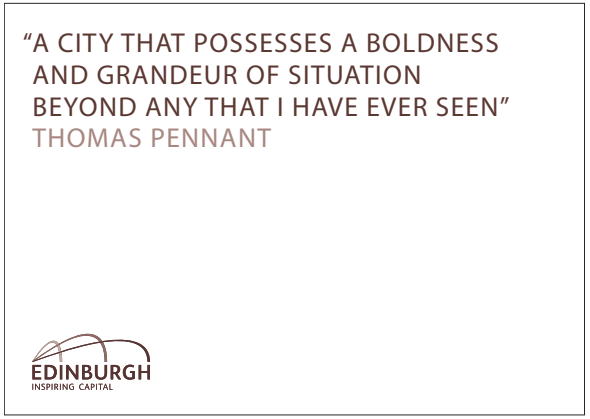
TITLES, HEADLINES AND QUOTES

Use UPPERCASE with tracking value of 50. To create impact and recognition in titles, headlines and quotes, a tint of 50% is used. This is applied to the secondary line of information and the colour is always the same as that used on the spread. This effect is used instead of bold and italic type. Never use uppercase uniquely as body text.


"I LOVE THE COBBLESTONES. I JUST THINK IT'S A REALLY BEAUTIFUL CITY TO WALKAROUND IN AND GET LOST IN."
SHIRLEY MANSON, SINGER
EDINBURGH
INSPIRING CAPITAL




"A CITY THAT POSSESSES A BOLDNESS AND GRANDEUR OF SITUATION BEYOND ANY THAT I HAVE EVER SEEN"
THOMAS PENNANT
EDINBURGH
INSPIRING CAPITAL

INSPIRING EVENTS
FESTIVAL OF FLORA
The National Botanic Gardens of Scotland are hosting a summer festival celebration of native Scottish plants and horticulture.
EDINBURGH
INSPIRING CAPITAL

TITLE LEADING GUIDE

Use the guide below to determine leading for titles, phrases, headlines and quotes at sizes above 14 pt.

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BODY TEXT

Use the automatic leading setting (approximately the point size plus 2). To emphasize phrases, use 50% tint of the colour or use UPPERCASE with tracking set to 50. Do not use bold and italic versions of the font.

FESTIVAL OF LIGHT
The University of Edinburgh and the Scottish National Gallery of Modern Art are bringing together Scotland's top Scientists and Artists to explore the theme of light at an interactive exhibition and week long festival.

EVENTS IN MARCH
Lorem quis adit velit praessi exercin hent Duisi. Lor sim ip ea commy nibh exeros num vel ing CITY PARADE init nonummodo exer aliquis nostie feui tincidunt irila fegiamquo prorum publiam teresci essicit virmius et quo visum iae consupp issiterferit L. Sp. Vali, tabenihiciem inatuam. Maed Catrae inte fac rei inaris EDINBURGH REGION quam publibul comning lerfecondam inatam in viture que.

POWERPOINT FONT

Arial is used for all powerpoint presentations. This ensures compatibility and cohesion across all platforms and on computers that do not have the Edinburgh brand font Myriad installed. Use the same rules, guides, and specifications as if using Myriad.

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY - LAYOUT AND GRID

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Layouts should be clean and simple. To achieve this you should avoid combining too many sizes of text. On portrait 'A format' layouts use a simple 4 column grid.

FESTIVAL OF LIGHT
The University of Edinburgh and the Scottish National Gallery of Modern Art are bringing together Scotland's top Scientists and Artists to explore the theme of light at an interactive exhibition and week long festival.
INSPIRING INFLUENCE
SCIENCE
EDINBURGH
INSPIRING CAPITAL

"ALWAYS HAVE A VIVID IMAGINATION, FOR YOU NEVER KNOW WHEN YOU MIGHT NEED IT." JK ROWLING
VISIT WWW.EDINBURGH.ORG.UK
LITERATURE IN EDINBURGH
2005 CITY OF LITERATURE
EDINBURGH
INSPIRING CAPITAL

INSPIRING INFLUENCE
ARCHITECTURE
EVENTS IN MARCH
Lorem ipsum dolor sit amet, consect etur adipisicing elit, sed dons eiusm od tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quisnos trud exercitation ullamco labo ris ni si ut aliquip ex ea commod oconse quat. Duis aute irure dolor in reprehe nderit in voluptate velit es se cillum dolore eu fugiat nulla. pariatur.
EDINBURGH
INSPIRING CAPITAL

Grid template files (In Adobe InDesign and Quark formats) can be downloaded from www.edinburghbrand.com.

TYPOGRAPHY - LAYOUT AND GRID

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USING THE TYPEFACE
LAYOUT AND GRID
LAYOUT AND GRID
DON'TS
PHOTOGRAPHY
GRAPHIC DEVICES
TONE OF VOICE

On landscape 'A format' layouts use a 6 column grid to keep our layouts clean and simple. Don't be afraid to be bold with headlines and quotes as they enhance the page layout.

EDINBURGH
INSPIRING CAPITAL
INSPIRING INFLUENCE
THE ARTS
EVENTS IN MARCH
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu.
EVENTS IN APRIL
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Grid template files (In Adobe InDesign and Quark formats) can be downloaded from www.edinburghbrand.com.

For DL formats use a two column grid.

TYPOGRAPHY - DON'TS

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LAYOUT AND GRID
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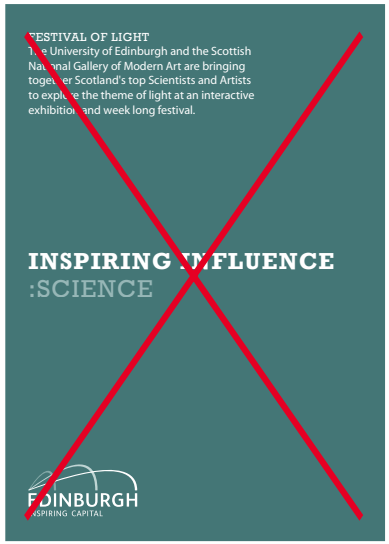
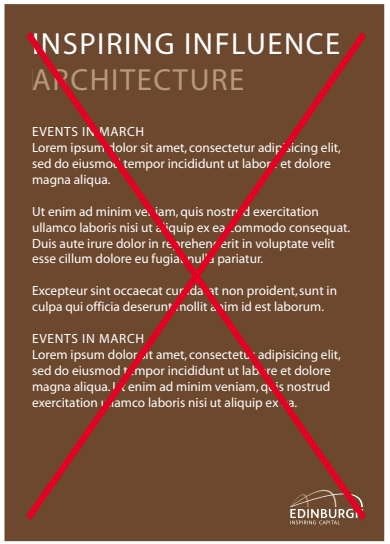

FESTIVAL OF LIGHT
The University of Edinburgh and the Scottish National Gallery of Modern Art are bringing together Scotland's top Scientists and Artists to explore the theme of light at an interactive exhibition and week long festival.
INSPIRING INFLUENCE
:SCIENCE
EDINBURGH
INSPIRING CAPITAL

Do not use other fonts with the Edinburgh brand font.

"I ALWAYS HAVE A VIVID IMAGINATION, FOR YOU NEVER KNOW WHEN YOU MIGHT NEED IT." JK ROWLING
FESTIVAL OF LIGHT
The University of Edinburgh and the Scottish National Gallery of Modern Art are bringing together Scotland's top Scientists and Artists to explore the theme of light at an interactive exhibition and week long festival.
EDINBURGH
INSPIRING CAPITAL

Do not to use the bold or italic versions of the font.

Do not clutter the layout with too many elements. Avoid combining too many sizes of text.


INSPIRING INFLUENCE
ARCHITECTURE
EVENTS IN MARCH
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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
EVENTS IN MARCH
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Do not use long (wide) columns of type.

PHOTOGRAPHY

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INTRODUCTION

Photography is a key part of the Edinburgh brand.
Our images should be thought-provoking and inspiring. They should demonstrate a knowledgeable perspective of Edinburgh and the region, not just a tourist's eye view. We want to show a unique, unexpected and surprising angle on Edinburgh. They should be warm with an element of vibrancy, depicting natural actions and emotions of people within them. Images should create a sense of place and capture all aspects of Edinburgh from modern science to ancient history. It is important to show the mystical side of Edinburgh as well as a refreshing and modern side.

We have divided our photography library into 4 main sections: ICONIC, DETAIL, ABSTRACT and PEOPLE.

Use the images that you feel are most relevant to the message you are trying to communicate.

PHOTOGRAPHIC CHECKLIST

1. Is the image dramatic and inspirational?

2. Does the image have a natural warmth?

3. Is the image thought-provoking, unique and refreshing?

4. Has photographic excellence been achieved? e.g. good colour contrast, engaging subject matter, interesting use of light and a strong composition?

5. Does the image feel balanced in colour? - e.g. not overly bright or artificial in colour?

6. Is the image clean and simple with a clear focal point? i.e. not busy, cluttered and complicated?

7. Have you got the most impact from your image? e.g. can you present it or crop it in a better way?

IMAGE LIBRARY

Images can be downloaded from the image library at www.edinburghbrand.com.

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Bold, classic or modern images of the city that help spark our imagination and shed a new light on the familiar.

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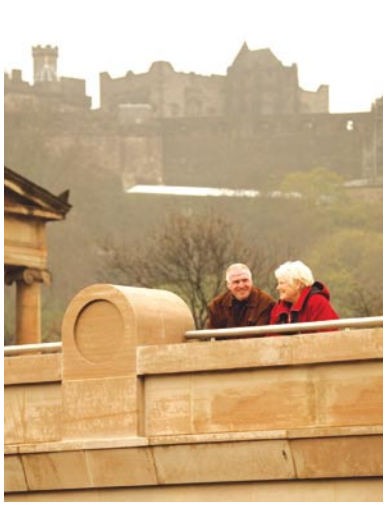
PHOTOGRAPHY - PEOPLE

Vibrant images of people that add life, warmth and human colour.



PHOTOGRAPHY - DETAIL

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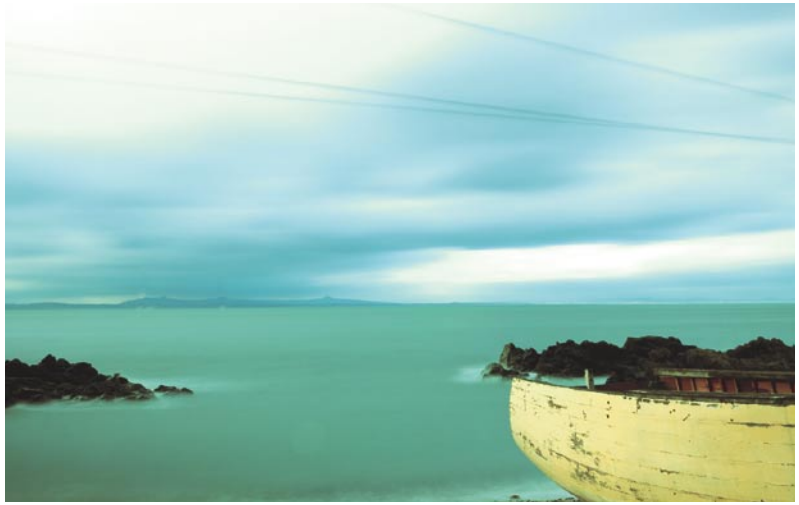
Inspiring images of Edinburgh detail that look closely and imaginatively at locations and objects.



PHOTOGRAPHY - ABSTRACT

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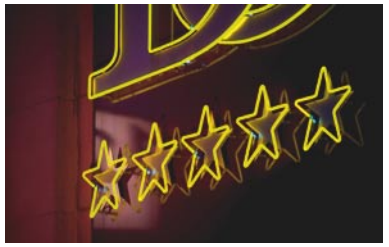
Thought-provoking, atmospheric images
that add mood and character.



GRAPHIC DEVICE

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THE LINES

The lines within our logotype can be used as a dynamic graphic device. They can be used to dramatic effect to support narratives, stories, facts and timelines.

The following pages illustrate how to use them correctly to create impact and recognition in brand communications.

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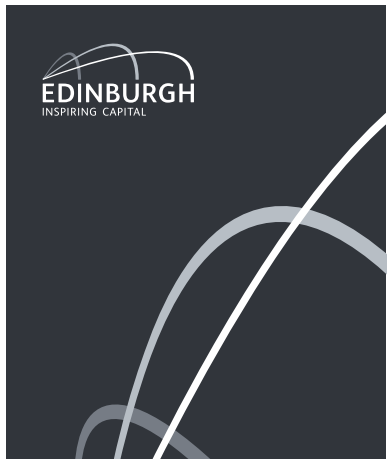
Here are some examples showing how the lines can be cropped successfully.

Always bleed the ends of the lines off the page.

You can use the lines at 90 degree angles.

You can use the lines on photographs.

You can use the line along the top edge.



You can use the lines at 45 degree angles.

You can use the lines on photographs.

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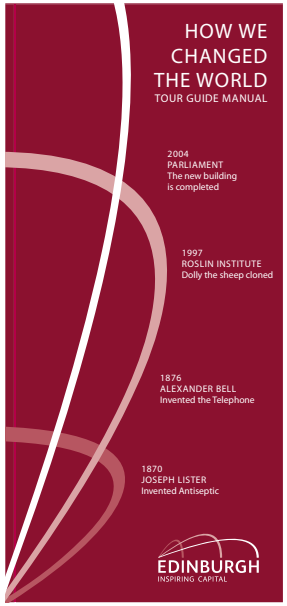

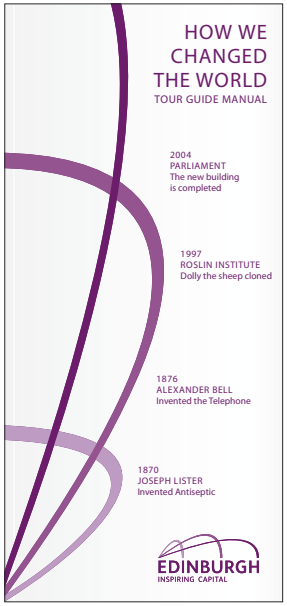

The lines can be used as a device to support narratives, stories, facts, quotes and timelines. You must never touch the lines with any other graphic elements or the logotype.

Using coloured lines to support facts on a white background.

Using the lines on a coloured background.

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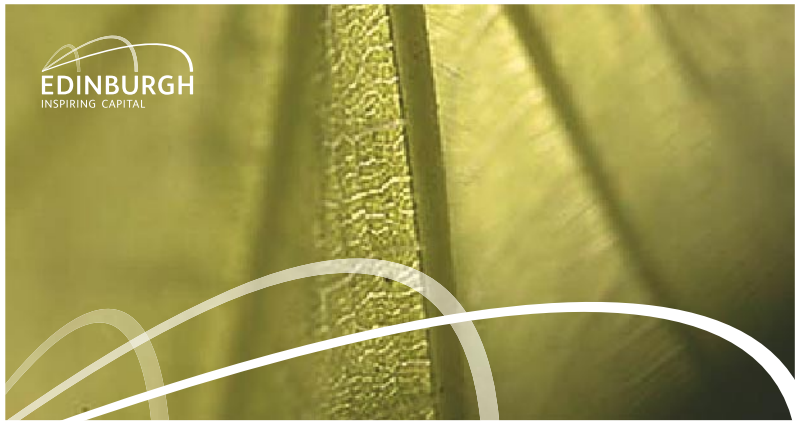
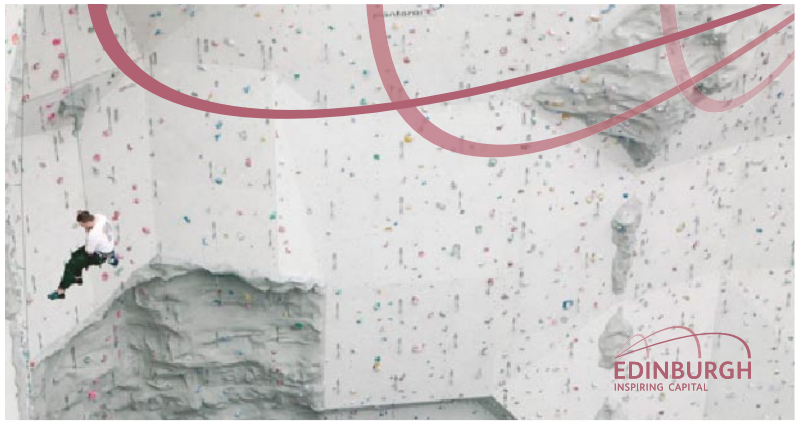
PREDOMINANTLY DARK



Always use the special white transparent line artwork on dark photography. Using photographs with one main tone or colour will get the best result.

PREDOMINANTLY LIGHT



Select the most complimentary colour of lines from the ten brand colours for the photography. Do not select a colour that clashes or fights with the colour or tone of the photograph. Do not select white lines on light photography.

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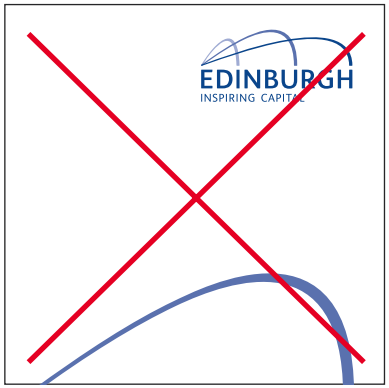
Never use the lines so close that they become unrecognisable.



Never use one of the lines on its own.

Never use the lines so small that they conflict with the logo.

Do not expose the ends of the lines. The lines must always bleed off at the edges of the page.

Never touch the lines with type or any other graphic elements. Never put the logo underneath or within the lines.

Never use different colours of lines and logotype together.

Never stretch the lines out of proportion or use angles other than 90 or 45 degree increments.

Never repeat or overlap the lines.

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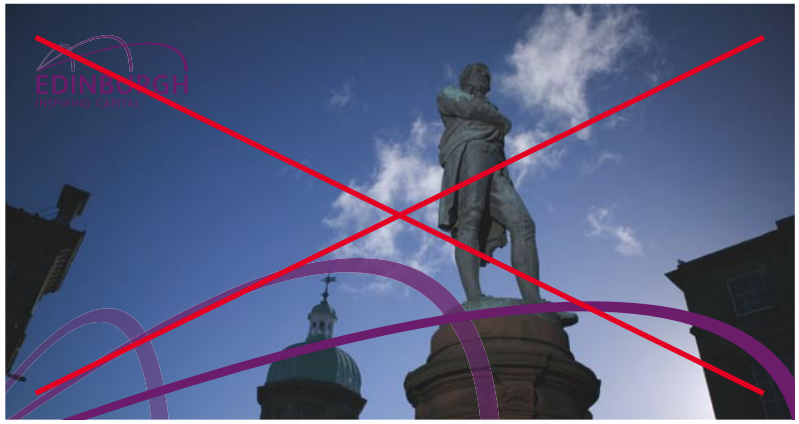
PREDOMINANTLY DARK



Never use coloured lines on dark photography.

PREDOMINANTLY LIGHT

Do not use white lines on light photography.

Do not use lines on busy, complicated or mulitcoloured images.

Never obliterate important focal points or features of a photograph with lines.

TONE OF VOICE

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WHAT IS TONE OF VOICE?
Tone of voice means how we say what we say. The words we use send signals about us – they show our audience what we represent as a brand and helps them to understand what we stand for. The way we talk as a brand is as important as the way we look. This simple guide will help you find the right words for Edinburgh.

WHY IS IT IMPORTANT?
The words we use reflect our personality, so the more consistently we use them the more coherent our brand will be.

HOW WE USE WORDS
Our tone of voice stems directly from our positioning and our values – they help guide us in what we write.

OUR VALUES - INVENTIVE VISIONARY, RICH DIVERSITY

OUR TONE OF VOICE STYLE – IMAGINATIVE AND VIBRANT
We are a bright and imaginative city – bursting with talent and creativity. We should use words that reflect this imagination. Bold striking headlines that grab the imagination, question our assumptions and challenge us to think differently. We use vibrant words that capture people's enthusiasm and capture the same impact as seeing the city for the first time. Our headlines should be alive with excitement – we let our passion and enthusiasm shine though.

WE ARE NOT
Loud, brash and intimidating.

OUR VALUES – STRIVING FOR EXCELLENCE, UNDERSTATED ELEGANCE

OUR TONE OF VOICE STYLE – DETERMINED AND CONFIDENT
We have a sense of self belief; we are direct and accurate in what we say but we always display a sense of modesty. If we are talking about an aim or goal – we are direct, matter of fact and use correct statistics. We don't need to use excessive exclamations or gushing descriptions.

WE ARE NOT
Arrogant, aloof and superfluous.

OUR VALUE – SINCERE WARMTH

OUR TONE OF VOICE STYLE – AUTHENTIC
We are straightforward and authentic. We don't use complicated jargon and abbreviations that no one understands. We give clear and decisive directions with what we describe, we are respectful of others – we try not to assume.

We use simple and direct words, we try to write in a warm style that is understood and appeals to all.

WE ARE NOT
Impersonal, complicated and cold.

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EDINBURGH TONE OF VOICE COMPARISONS – LIVE

ORIGINAL TEXT:

THE SECOND BEST 'BUZZ' IN BRITAIN
There's a real buzz about Edinburgh – and that's a fact. In a survey commissioned by fashion chain DKNY, Scotland's capital came second only to Cambridge in a top 10 of UK cities with 'buzz appeal'.

AMENDED TEXT:

BUZZ
The vibrant city of Edinburgh has outshone London, Manchester, Glasgow and Birmingham to claim second place in a 'buzz appeal' survey of UK cities. Scotland's capital is seeking to topple Cambridge from top spot in the table which takes into account each city's economy, culture and energy.

CHARACTERISTICS:

– Bold headline
– Explicit use of 'vibrant'
– Light allusions (outshone) are a metaphor for imagination and complement sound allusions (buzz) adding richness
– States a vision to be first – striving

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EDINBURGH TONE OF VOICE COMPARISONS – INVEST

ORIGINAL TEXT:

WOLFSON SETS SHINING EXAMPLE
It may have been only the second flotation of any kind in Scotland this year, but the recent and highly successful public launch of Edinburgh-based Wolfson Microelectronics has given Scottish entrepreneurs an inspirational example to follow. A soar in the value of Wolfson's shares on its first day of trading saw it catapult into Scotland's top 20 companies – valued in excess of £250m.

AMENDED TEXT:

EDINBURGH'S WOLFSON FLOAT AND SOAR
From a university-linked institute to Scotland's business elite, Wolfson Microelectronics' prodigious public launch is an inspiration to entrepreneurs everywhere. Only the second flotation of any kind in Scotland this year, Wolfson's first day of trading saw its value soar to over £250m, placing it firmly in the country's top 20 listed companies.

CHARACTERISTICS:

– Bold, inspirational headline
– Grabbing first clause
– Striving (sets out the meteoric rise of the company)

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EDINBURGH TONE OF VOICE COMPARISONS – VISIT

ORIGINAL TEXT:

As well as the world's greatest arts festival in August, Edinburgh also hosts several other notable events throughout the rest of the year. One of these is the Hogmanay, which has grown to be one of the world's major winter events.

AMENDED TEXT:

Two of the world's best parties in one city. What are the chances? Edinburgh heralds the new year in style with its legendary Hogmanay and crowns the summer by serving up the greatest arts festival on the planet.

CHARACTERISTICS:

– A bold claim to open
– A question to challenge and engage
– Rich language (legendary, heralds, crowns)
– Positions Edinburgh firmly on the world stage

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EDINBURGH TONE OF VOICE COMPARISONS – VISIT

ORIGINAL TEXT:

The Deloitte Hotel Benchmarking Survey is the largest independent source of hotel performance data outside North America, surveying 6,500 hotels in 165 cities around the world. Indices are compiled of the top 20 performing cities based on Occupancy and Yield. It is a fantastic achievement that Edinburgh has appeared in both these indices for the first time. This clearly demonstrates that the city is operating in a truly global league. In fact, Edinburgh is one of only five cities to feature in both rankings (the others are Dubai, Hong Kong, Tokyo and London).

AMENDED TEXT:

People are flocking to Edinburgh. The recent Deloitte Hotel Benchmarking Survey looked at 6,500 hotels in 165 cities around the world and placed Edinburgh in the top 20 for two of their key measures of tourist activity. One of only five destinations to score highly in both measures, the survey places Scotland's capital in an elite band of truly global cities alongside Dubai, Hong Kong, Tokyo and London. It is the first time Edinburgh has achieved this feat and a testimony to the allure of the city.

CHARACTERISTICS:

– Lead with Edinburgh, be bold, a statement intended to provoke a reaction (the original first sentence introduces a survey. This is not grabbing)
– Talk about why if possible. What are the attributes (e.g. "allure") that have contributed to the city's performance in these lists
– Striving for excellence – "elite"
– "Flocking", "activity" and "band" suggest people and vibrancy

APPLICATIONS

INTRODUCTION
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LOGOTYPE ONLY

INTRODUCTION

INTRODUCTION
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The following section brings all of the identity elements together to show the Edinburgh City Region Brand in application.

We would like as many people and organisations as possible to use the identity elements of the Edinburgh City Region Brand. Please use these example applications as a visual guide to help you create your communications.

We have broken this section down to demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

ALL ELEMENTS

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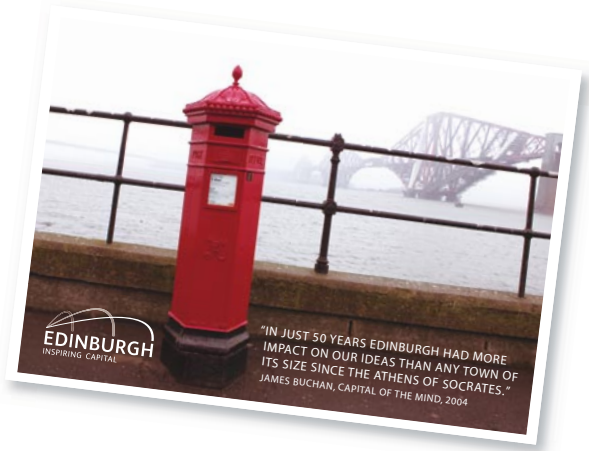
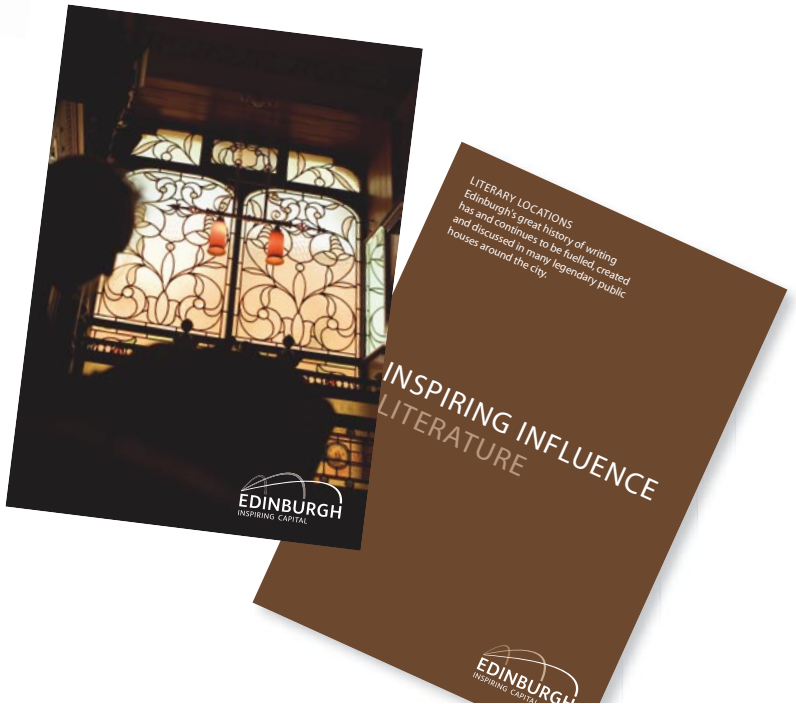

EDINBURGH
INSPIRING CAPITAL
"IN JUST 50 YEARS EDINBURGH HAD MORE IMPACT ON OUR IDEAS THAN ANY TOWN OF ITS SIZE SINCE THE ATHENS OF SOCRATES."
JAMES BUCHAN, CAPITAL OF THE MIND, 2004


EDINBURGH
INSPIRING CAPITAL
LITERARY LOCATIONS
Edinburgh's great history of writing has and continues to be fuelled, created and discussed in many legendary public houses around the city.
INSPIRING INFLUENCE
LITERATURE
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ELEMENTS IN PARTNERSHIP

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We want other organisations in the Edinburgh city region to adopt the identity to enhance their communications. However, the communication or initiative should be relevant to Edinburgh.

We are happy for the elements to be used either in isolation or combination. Sharing our identity elements gives other companies and organisations the opportunity to produce compelling and engaging communications and initiatives. The brand acts as partner.

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TAKE A WALK ON THE WILD SIDE
A MIDSUMMER'S EVENING IS A MAGICAL TIME
LET THE TALKING TREES STORYTELLERS BRING
THE SECRET PLACES OF THE GARDEN TO LIFE.
EDINBURGH

ELEMENTS IN PARTNERSHIP

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ELEMENTS IN PARTNERSHIP

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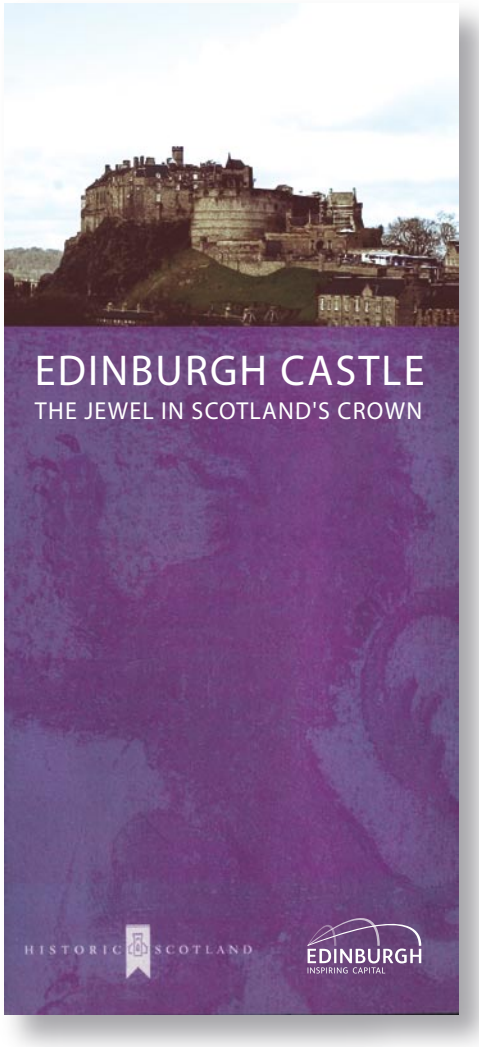

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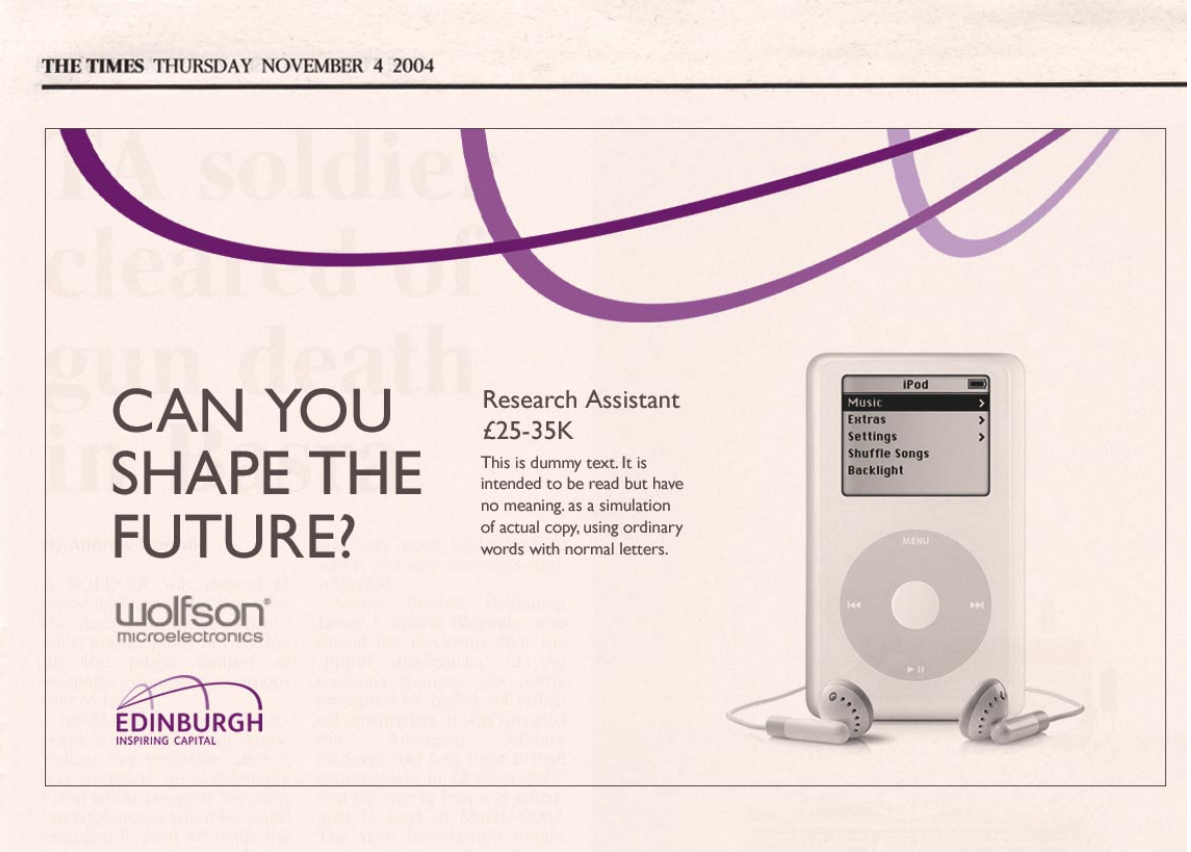

ELEMENTS IN PARTNERSHIP

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LOGOTYPE ONLY

LOGOTYPE ONLY

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LOGOTYPE ONLY

Using the logotype as an endorsement allows other companies and organisations to use their own identities, but signal that they are an active part of the Edinburgh city and region. The brand acts as an endorsement.

The logo and identity should not be confused with other partner's identities or graphic elements, so the minimum exclusion zone around our marque should always be applied.

LOGOTYPE ONLY

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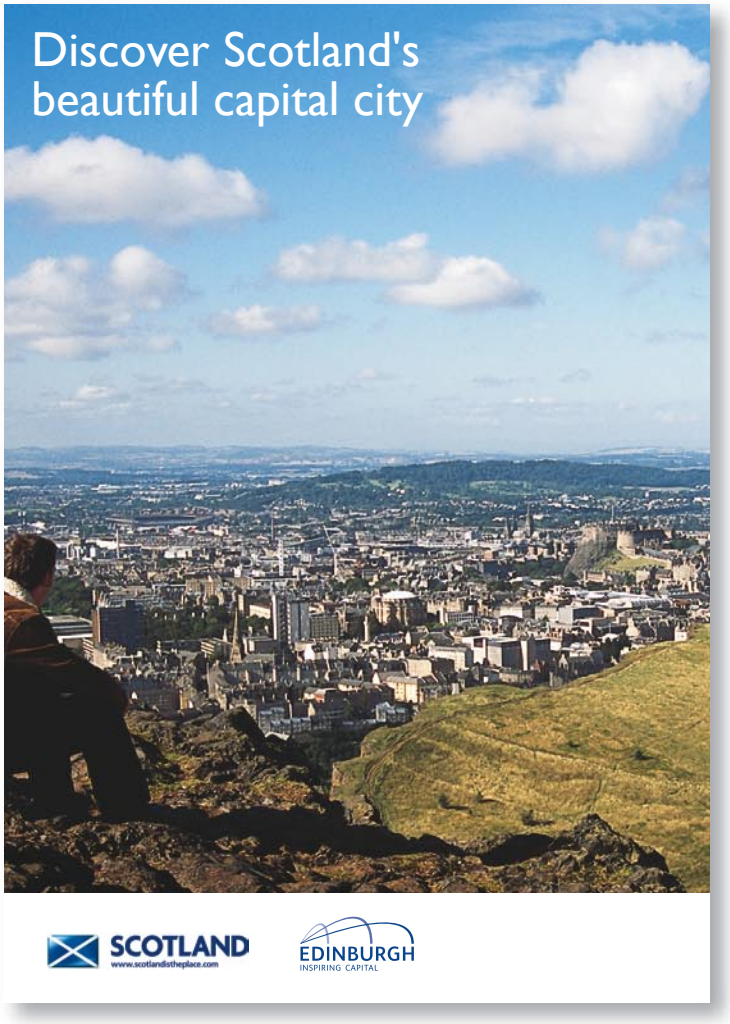
ELEMENTS IN PARTNERSHIP
LOGOTYPE ONLY



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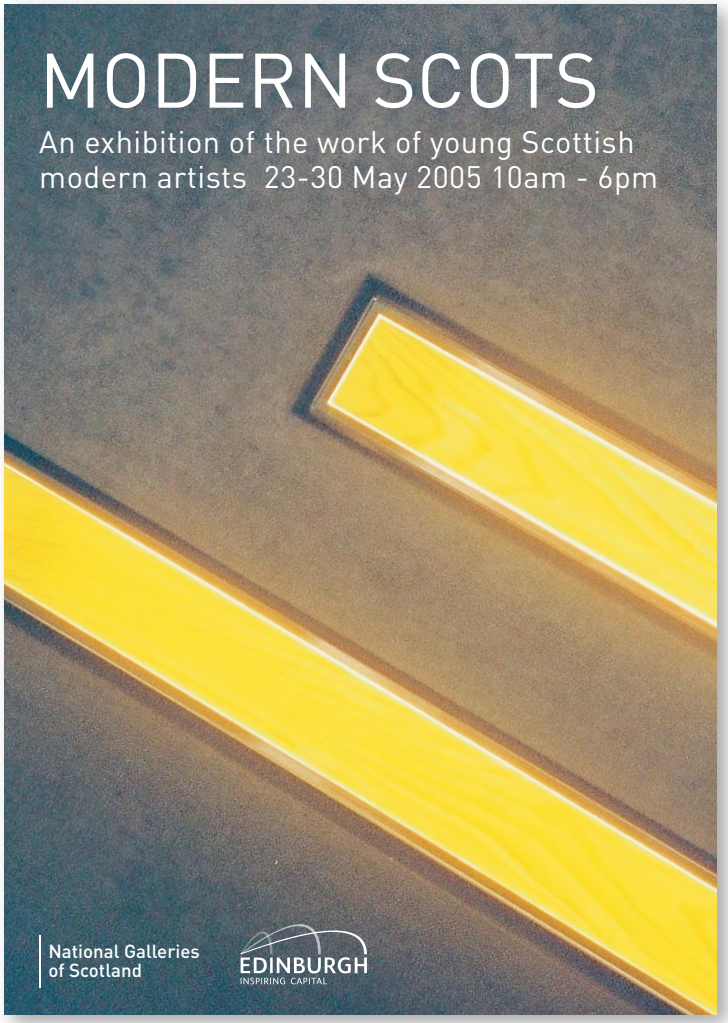
MODERN SCOTS
An exhibition of the work of young Scottish modern artists 23-30 May 2005 10am - 6pm
National Galleries of Scotland
EDINBURGH
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14 October 2003
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Marketing Director
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PRINCES STREET
WESTON LINK
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Cover quotation from 'Maple Valley Branch Library, 1967' by Rita Dove.
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